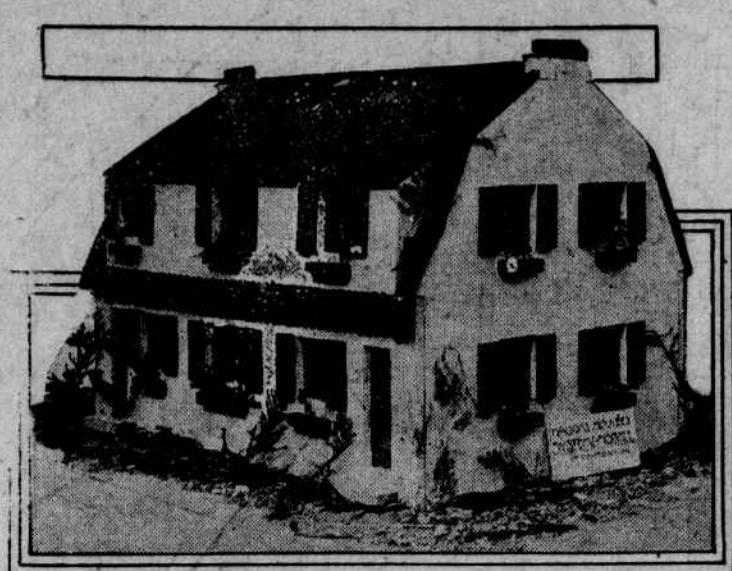


NEW YORK, SUNDAY, APRIL 23, 1922.

RADIO WAFTS PRESIDENT'S ENDORSEMENT TO HOME SHOW

Message From Nation's Chief Executive Heard by Crowd Which Throngs 69th Regiment Armory at Opening of Fourth Annual Exposition--Says Home Ownership Makes Better Citizens--Other High Officials of City, State and Nation Warmly Approve Exhibition



MODEL OF A TWO FAMILY HOUSE MOULDED BY THE PROCESS USED IN THE CONSTRUCTION OF NEW HOMES IN THE DEVASTATED AREAS OF FRANCE.

By HARRIET SISON GILLESPIE.

"Believing that nothing can do more toward the development of the highest attributes of good citizenship than the ownership by every family of its own home, I am always glad to endorse effective efforts to encourage home ownership," was the greeting sent by President Harding to the management of the Own Your Home Exposition, which opened at the Sixty-ninth Regiment Armory yesterday afternoon.

The receipt of the President's message wirelessly to the armory from a nearby broadcasting station marked a dramatic moment in the opening ceremonies of the exhibit. The vast throng that surged through the big armory in the hope of receiving a little light on the vexatious problem of acquiring and financing a home stayed its impatience as the big amplifier, rigged up in the auditorium, carried the Chief Executive's words to every man, woman and child present.

It needed no psychoanalyst to diagnose the disease that afflicted most of the visitors. It was home hunger. From all the five boroughs men and women trooped in, all eager to learn how to visualize "a little white house with green blinds" in some nearby suburb.

Nor were they turned away as those without hope, for every step of the way toward owning a home, from financing to furnishing, was set before them by experts who had figured it all out with this end in view. In this respect the fourth annual Own Your Home Exposition justifies its nomenclature, for it was planned from the standpoint of the average home maker. Moreover, some specialists were there to authorize information and definite costs on the subject of home building.

To the prospective home builder or

ROBERT H. SEXTON,
MANAGING DIRECTOR
OF THE EXPOSITION.

the would-be owner of a little home in the suburbs the armory presented a fascinating sight, for it was the personification of home, from the charming house on the style of a small Italian villa designed by Dwight James Baum, facing the main entrance of the drill room, to the scenic panorama covering the face of the galleries on which was depicted a model miniature village of picturesque frame and stucco houses in a floral setting and against a background of sweeping green meadows and an azure sky.

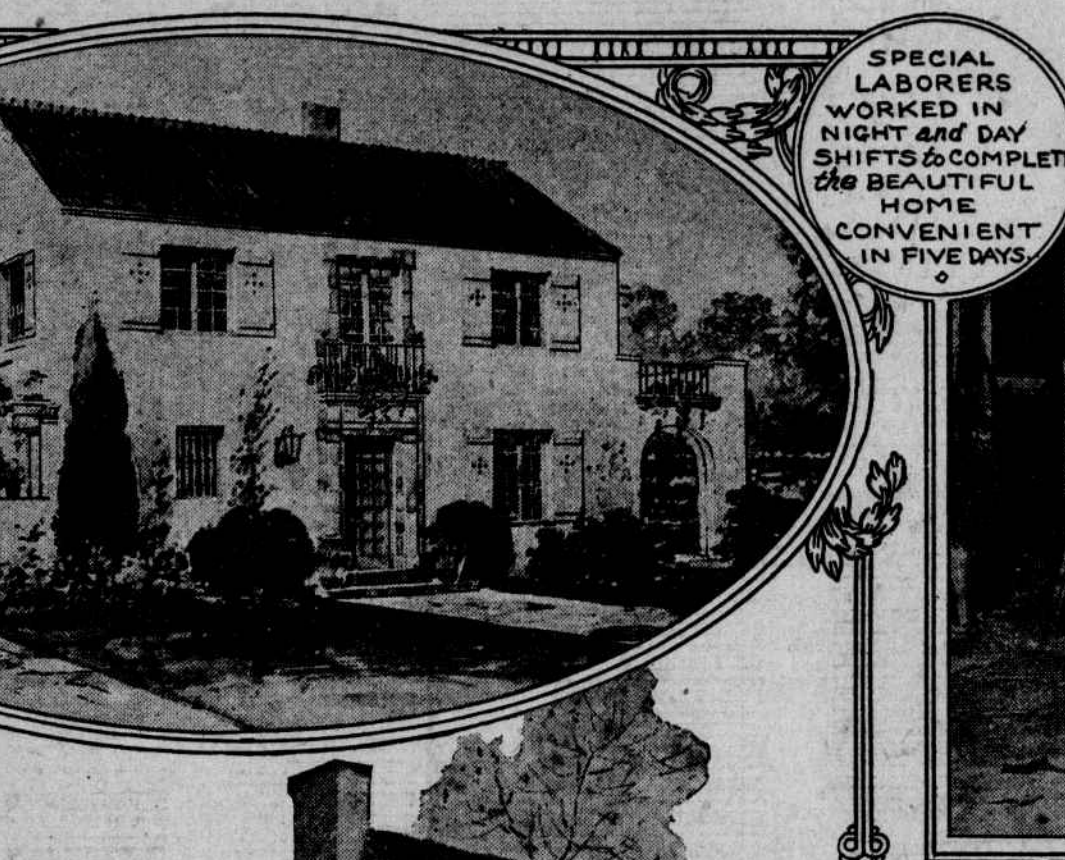
A ravishing color scheme of mauve,

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pale green and burnt orange lent to the booths an interesting note, and the many wonderful things gave just the necessary patriotic touch to suit the "home and country" atmosphere. Mr. Baum's contribution was not only the most ambitious but the most interesting, from the architectural viewpoint. The Beautiful Home Convenient, as it is called, is a picturesque structure, simply designed and efficiently planned, of cream stucco, in which a high class of work is shown with pale green trim, dark blue shutters and a red tile roof. It is fitted with many efficiency devices, one of which is a door bed in the living room which provides for the unexpected guest.

A pretty porch on the right and a pergola on the left are two interesting features. The floor plan shows a hall through the center, living room on the right and kitchen and dining alcove to the left, with three bedrooms and bath on the second floor. The furnishing, done by a well known New York firm, is both artistic and in the best of taste. Of especial interest to home-makers is the fact that definite figures on the cost of construction and furnishing are available.

Almost every one is interested in the rehabilitation of the war blighted areas of France. But there are other and more practical reasons why so many of the visitors stop and examine the plans of the model concrete cottage shown by Milton Dana Morrill, the inventor of the structure, which was designed by the French Government and awarded a cash prize and the Grand Prix at the Paris Exposition last year. This little house, capable of speedy construction, promises to do much toward the betterment of French families in urgent need of shelter, but it is equally interesting as a possible means of escape from high rents in this country. Into the steel



ONE OF THE IDEAL HOME DESIGNS SELECTED FOR THE ARCHITECTURAL LOAN EXHIBIT. IT IS THE RESIDENCE OF M. OLCOTT OF FIELDSTON. DWIGHT JAMES BAUM, ARCHITECT.

molds the concrete is poured and the method has the advantage of being much cheaper than houses of other style of construction. The first house molding outfit was sent to France in 1918 and demolition houses set up in various parts of the devastated section. From them it was shown that a saving of from 20 to 40 per cent. over the old French methods could be effected.

By all odds the plan to finance the small home was the feature most popular among the visitors at the exposition. This is the stumbling block to prospective home builders, and the way out, suggested by William D. Carter, president of the Metropolitan League for Savings and Home Associations, was through membership in a building and loan organization.

To illustrate the popularity of this means of financing a home Mr. Carter stated that more than 4,750,000 men and women in the United States are now members of 8,000 of these building and loan associations. More than 1,000,000 American homes, he said, have been financed this way.

The plan provided for the man with a \$500 lot who desires to build a \$5,000 house is that he can borrow as high as \$4,000 on a mortgage. This would leave only \$1,000 to be cared for, and it was pointed out that often the contractor

would advance the balance on a note. That it is possible to build a frame or stucco house large enough for an ordinary sized family for \$5,000 was also stated. The interest and amortization on this amount would only come to \$55, which is less than the rent of the average cheap apartment.

The average man-to-day is paying 40 per cent. of his income for rent, according to United States Department of Labor statistics, which double the amount he paid in 1913. That, says Robert H. Sexton, managing director of the exposition, tells the story of the origin of the Own Your Home Exhibition. Herbert Hoover took time from his multifarious duties to write a letter commending the exposition. He said:

"I know nothing that is more constructive than the advancement of home ownership. Sound and sober citizenship finds its origin in our homes, not in our tenements, and I wish the Own Your Home Exposition every success."

The show was formally opened by Secretary of State John J. Lyons, who represented Gov. Miller. One of the speakers, Senator William H. King, said:

"Only by some concerted effort in various large centers, A by some national effort can the distressing housing situation of our nation, and incidentally the unemployed, be alleviated. In connection

with the housing problem, which is now acute in many parts of the country, it is important that plans be elaborated for the construction of many homes with the utmost economy and convenience."

Mayor John F. Hylan, Health Commissioner Copeland and other city officials also lent their support to the cause. An interesting architectural loan exhibit including the works of eight prominent architects has been got together by Harvey Corbett of the firm of Helme & Corbett and will hang on the walls together with prize winning designs from a recent national landscape competition. A series of lectures on financing, interior decoration and real estate with moving pictures as illustrations will be given and a series of special days has been arranged as follows:

Monday, April 24--Mayors' day. Mayors of Hylan and the Mayors of Newark, Jersey City, White Plains, Yonkers, Mount Vernon and nearby cities have been invited.

Tuesday, April 25--Long Island and Queens day.

Wednesday, April 26--Westchester and Bronx day.

Thursday, April 27--Brooklyn day.

Friday, April 28--Staten Island and New Jersey day.

Saturday, April 29--Manhattan day.

Latest Reports From City and Suburban Markets

I. D. Levy, president of Oppenheim, Collins & Co., is the buyer of the North River Savings Bank building at 31 West Thirty-fourth street, sold by Frederick Brown earlier in the week. The property adjoins an eleven story building owned by Oppenheim, Collins & Co., extending through to Thirty-fifth street. With the bank building the concern now controls a frontage of 121 feet on Thirty-fourth street and 140 feet on Thirty-fifth street.

Deal on for Murray's Restaurant.
Negotiations are reported pending for the sale of the building at 228-232 West Forty-second street, occupied by Murray's restaurant. It fronts 75 feet between Seventh and Eighth avenues and is owned by the Dunmore Realty Company, Victor M. Earle president. It contains a six story building and is as suitable for taxation purposes at \$450,000. The prospective buyers plan to remodel the structure into an office building.

The Huntington in Reale.
The Stebbins Realty and Construction Company has resold to Joseph Steinberg and David Joseph for investment the Huntington at 234 to 238 West Twenty-first street, a seven story elevator apartment house, on plot 60x100, with five families on a floor. The property was purchased ten days ago. Herman Reinheimer and the Pierre & Golden Company were the brokers.

Sale in New Tunnel Zone.
Sharp & Co. have sold for Pietro Bianchetti to the Versailles Holding Company, Louis Kramer president, the five story hotel at 5 Thompson street on plot 35x107. The property is located near the approach to the proposed Canal street tunnel.

Bleecker Street Loft Sale.
S. & J. H. Albert, with Arthur Eckstein representing Manhattan Brothers sold 97-99 Bleecker street, a six story loft and store, 50x152, to Mendel Presberger for the Henry Melnhard estate. The property was held at \$150,000.

In the Dwelling Market.
Former District Attorney Edward Barber the remodeled three story dwelling at 135 West Twelfth street, Inc. with A. H. Man, A. B. Hodges and C. E. Kelley as directors, a four story dwelling, 22x 103, at that address.

Philip Neustadt sold for the McDanlen Realty Corporation, D. H. Jackson treasurer, the four story dwelling 72 West Fifty-first street, 16x100.5, to Lodore Golub. Sol Levy, attorney, represented the purchaser and Goldsmith & Rosenthal acted for the seller.

Dunlap & Lloyd sold for Howard C. Barber the remodeled three story dwelling at 82 Macdougal street to Dr. W. Randolph Burgess.

Apartment House Trading.
Rockwell Holding Company, Inc., Charles Kimmelman president, sold to Reuben and Samuel Osterwell 515 West 170th street, a six story apartment house, 65x100, showing an annual rental of \$24,000 and held at \$135,000. The seller took back four mortgages aggregating \$21,500. The purchasers recently bought 140 West 112th street. Jack Kimmelman was the broker.

Morris Moore's son, Charles Moore, has sold to an investing client the six story apartment house at 265 West 180th street, 17x51.00, renting for \$12,000 and held at \$70,000.

Bronx Transactions.
Harry Cahn, the operator, represented by Samuel Bitterman, attorney, has sold 808 Simpson street, a two story new apartment house to a client of Bernard S. Deutsch.

D. A. Trotta, with George H. Jaxon, sold for George and Charles Ades, executors, a plot, 50x100, at the northwest corner of 209th street and Decatur avenue.

L. I. City Plot in Reale.
Wm. D. Bloodgood & Co., Inc., have sold a plot, 50x100, on the west side of Academy street, about 165 feet north of the Queensboro Plaza for the Home Hampton Productions, Inc. The plot was purchased for the erection of a high office building, but was disposed of on account of insufficient size.

Many Plot Sales in Mount Vernon.

Harry W. Davis sold for the U'Ren Building Company the following bungalow sites in Mount Vernon: to William Henry, a plot on south side of Kingsbridge road, 120 feet east of South Fifth avenue, 40x13.5; to Mrs. Rose Stewart a plot adjoining on the west, 35x130; to Norman B. Meiser a plot 35x100 on the west side of Irving avenue, 105 feet south of Kingsbridge road; to Lester A. Bussett a plot 50x100 on east side Dyre avenue, 232 feet south of Kingsbridge road; to Mrs. Florence Oakley a plot 35x133 on East Rombout avenue, 247 feet south of Kingsbridge road; to Louise M. Schmidt a plot 35x133 on East Rombout avenue, 232 feet south of Kingsbridge road; to Edward C. Petrie a plot 35x100 on west side of Rombout avenue, 208 feet south of Kingsbridge road for a two story dwelling; to Andrew J. Dunlop a plot 35x100 on west side of Rombout avenue, 173 feet south of Kingsbridge road for a one and one-half story bungalow; to the Misses Verstraten, a plot 40x132 on east side of Irving avenue, 102.55 feet south of Kingsbridge road, Mount Vernon, for a two story dwelling; and to Albert H. & Leon H. Lins a plot 50x100 on east side Dyre avenue, 392 feet south of Kingsbridge road, on which the buyers purpose to build two houses for their own occupancy.

Lease in Rockefeller Block.

The five story dwelling at 17 East Fifty-fourth street, 20.10x100.5, on the block with the William Rockefeller home, has been leased by Alice Hoffman to Emil Prand for twenty-one years from next July.

SUBURBAN PARCELS TO GO AT AUCTION

B. L. Kennelly Will Place Lots in Plainfield and Port Chester Under Hammer.

A tract of eighty-two lots at Hudson Terrace, in Plainfield, N. J., are to be sold at auction on Saturday afternoon, May 6, by Bryan L. Kennelly, auctioneer. The sale will be held in a large tent on the premises regardless of weather conditions. At the same time Mr. Kennelly will offer a two story house with store at 160 and 162 Somerset street in the borough of North Plainfield, Hudson Terrace is at the foot of the Watchung Mountains and is within three blocks of the Mountain avenue Watchung school and a short distance from the high school.

The properties to be sold are within a fifteen minute walk of the main station of the Central Railroad of New Jersey and is a short ride by surface cars on Somerset street from the business section and the main railroad station. The Terrace has been improved recently by the erection of twelve houses, all but one of which have city improvements, such as gas, water, electricity, etc. Fine concrete sidewalks have been laid on most of the streets. The Hyewood Golf Club course is situated near the lots to be sold.

On Wednesday, May 3, Mr. Kennelly will sell 217 lots in the Riverside section of the West Bronx, between Spuyten Duyvil Parkway to the west and Spuyten Duyvil road on the east and between West 232d street on the south and West 235th street on the north. Riverside avenue cuts through the tract on the eastern end. The lots will be sold for the estate of Harriet Hayden and the sale will be held in 14 Vesey street.

On May 20 Mr. Kennelly will offer 505 lots in Port Chester, N. Y., and the Westchester family homestead and two smaller houses. On May 3, in Brooklyn, the auctioneer will sell 118 lots in the Kings Highway section of Brownsville and the Rugby section of Flatbush.

Realtors Are Pleased by Passage of License Law

When Gov. Miller affixed his signature to the bill that makes compulsory the licensing of real estate brokers and salesmen in large cities and in Westchester and Nassau counties, he placed the statute books legislation that has long been desired by the better element in the real estate brokerage business. At least that is the way the Real Estate Board of New York feels about it. The Governor signed the bill on April 15, and it was the last bill to be signed by him prior to the expiration of the thirty days' period following the adjournment of the Legislature. Regarding the fight to bring about this reform, the Real Estate Board says:

"In 1920, when the Gibbs-McWhinney bill was first introduced at the joint request of the New York State Association of Real Estate Boards, the Real Estate Board of New York and the Brooklyn Real Estate Board immediately manifested in the Legislature to secure passage of the bill."

"In 1921 the bill was again introduced with some amendments. That year it was introduced at the joint request of Gov. Miller largely in response to public sentiment."

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licenses. This, it is assumed, will be done as soon as possible.

"The annual fees are fixed as follows: For a broker in a first class city, \$25; for a salesman, \$5; for a broker in a second class city, \$15; for a salesman, \$2; for a broker in all other places, \$10; for a salesman, \$2."

"The bill applies, in addition to cities, to Westchester and to Nassau counties. 'Cities of 175,000 or more population are first class cities. Cities of from 50,000 to 175,000 population are second class cities. Cities under 50,000 population are third class. The bill therefore applies to the following places: First Class Cities--Buffalo, New York, Rochester, Second Class Cities--Albany, Binghamton, Niagara Falls, Syracuse, Troy, Schenectady, Utica, Yonkers, Third Class Cities--Amsterdam, Auburn, Batavia, Beacon, Canandaigua, Cohoes, Corning, Cortland, Dunkirk, Elmira, Fulton, Geneva, Glen Cove, Glens Falls, Gloversville, Hornell, Hudson, Ithaca, Jamestown, Johnstown, Kingston, Lackawanna, Little Falls, Lockport, Mechanicville, Middletown, Mount Vernon, Newburgh, New Rochelle, North Tonawanda, Norwich, Ogdensburg, Olean, Oneida, Oswego, Plattsburgh, Port Jervis, Poughkeepsie, Rensselaer, Rome, Salamanca, Saratoga Springs, Tonawanda, Watervliet, Watertown and White Plains."

110 ASTORIA LOTS TO BE PLACED UNDER HAMMER

A tract of 110 lots in the rapidly developing section of Astoria, opposite 19th street, in Manhattan, is to be sold at auction on Tuesday at noon in 11 Vesey street for the estate of Rachel McCreery by William H. Bleeker, under the auspices of J. Clarence Davies, Inc. These lots have frontages on the Shore road just north of the Great Hell Gate Bridge. They are west of Van Alst avenue and north of Casino place and south of Nesmith place. A two story frame dwelling facing the East River is also included in the sale.

The properties are two blocks north of Dumars avenue, the terminus of the Astoria extension of the dual subway line. They are a few blocks west of the large Arlington colony of one family houses recently developed. The properties are reached by subway from the Grand Central station or by elevated from Second avenue and by the Brooklyn Rapid Transit train by transferring at Queens Plaza, in Long Island City, to Astoria trains of the Interborough subway or elevated lines. Seventy per cent. of the purchase price of the lots may remain on mortgage.

Buyers of R. E. Tod Acreage.
W. W. Wilcock, formerly of Pittsburgh, who now occupies an apartment in 995 Fifth avenue, is the buyer of part of the acreage belonging to Robert E. Tod in Syosset, L. I., which was exclusively reported in THE NEW YORK HERALD last Friday.

BEDFORD LOT SALE AROUSES INTEREST

Builders and Speculators Prepare to Attend Auction of Sites on Heights.

Three important auction sales are to be conducted on Thursday, April 27, in the Vesey Street Exchange by Joseph P. Day. They will include offerings of dwellings, investment parcels and vacant lots in the city and all of the plots owned for years by the Bedford estate on Broadway, Bennett avenue and Overlook terrace. Two large farm tracts of 43 and 103 acres each in Mendham, N. J., will also be offered.

The Bedford estate parcels will probably bring to the sale many old time and new operators, builders and speculators. These lots are north of the former James Gordon Bennett properties which were sold by Mr. Day at auction in 1919. They are south of the Billings, Hayes and Shearer estate properties recently assembled by John D. Rockefeller, Jr. The properties are about opposite the tunnel which leads from Broadway to the 191st street subway station. There are fifty-three lots to be offered. Those fronting on Broadway are adapted for business buildings and those on the heights overlooking the Hudson and Harlem rivers are better adapted for apartment house improvement.

The third sale of the day will include a number of parcels in the Dyckman section, including the block front from 26th to 29th street on Columbus avenue, fronting on the Harlem River, and the other a vacant plot, 100x20, on Dyckman street, bounded through Thayer street, about 20 feet southeast of Broadway. An apartment house with stores at 223 Amsterdam avenue will also be offered. A number of building sites in Bay Ridge, Brooklyn, will be sold.

A Supreme Court foreclosure sale to be held the same day involves the disposal of one parcel, of the more than 300 lots known as Schuyler Gardens, located on Eastern Boulevard and Tremont avenue, The Bronx.

Summer City to Rise on Island

One of the largest seashore developments recently undertaken in the metropolitan district is soon to be accomplished when the interests which control Jekyll Island, or Barnum Island as it is sometimes called, lying between Long Beach and the mainland of Long Island, will improve and sell off 700 acres which comprise the available area of the island. The land in the future will be known as Island Park-Long Beach. The industrial and financial interests which have been in control of the property have been sold to the Long Beach Channel and Atlantic Ocean seashore properties. Mr. Smith has been associated with the development of Kew Gardens and Garden City properties which have been among the finest types of Long Island properties that have ever been thrown open to the public at private sales.

The development of this island will add about 10,000 lots to the Long Beach area. The island is bounded by the Long Beach Channel and Atlantic Ocean seashore properties. The island is bounded by the Long Beach Channel and Atlantic Ocean seashore properties. The island is bounded by the Long Beach Channel and Atlantic Ocean seashore properties.

The widening of the automobile highway over the island which connects with the new concrete bridge across Long Beach channel to Long Beach. Contracts have been let already for dredging the deep water channels, filling the existing meadow land with clean sand, building concrete roads and sidewalks and planting a large number of shade trees. There will be two stations of the Long Island Railroad on the property, between Long Beach and the mainland. Lockwood, Greene & Co., engineers, who laid out the model village of Fairview, Camden, N. J., for the Government during the war, are in charge of the development work.

Future development of the property will include the creation of a modern town; the creation of two business centers, one at each of the island railroad stations; the establishment of bungalow colonies having private beaches, facilities for motor boating, bathing, etc.; the organization of local fishing clubs, the inauguration of community beaches, a community clubhouse and community bath houses. The last named innovation will supply each plot owner with bath house facilities and do away with the necessity for using the public bathing pavilions at other more or less distant points.

Island Park-Long Beach is within easy commuting distance of all parts of Manhattan, Brooklyn and Queens, and also of all the south side of Nassau county. Lyubbrook, Rockville Center and Freeport, are all year towns within a pleasant ride, having a host of daily commuters, churches, schools, shops of every description, clubs, fra-

terial societies, theaters, motion picture houses, public libraries, hotels, etc. Island Park has about five miles of water frontage on Long Beach Channel, Barnum Island Channel, Wreck Beach, Simmons-Harwood and Parrott Creeks and other navigable waterways, all of which are to be dredged to provide waterways three to four hundred feet in width, affording good facilities for still water bathing, motor boating and other aquatic pastimes.

The conversion of Island Park into a waterside garden, residential colony, not far from the Long Beach ocean frontage, involves the construction of a wide boulevard around all sides of the island. The principal purposes of this scenic driveway is to separate the strictly residential section from the five miles of water frontage, which according to present intentions will be reserved for bathing beaches, pavilions, hotels, boat houses, club houses, tennis courts, athletic fields, etc.

Thus, by utilizing the existing natural advantages, and the unique locality of the property, the developers of Island Park will provide the overflowing population of New York with an opportunity to acquire improved home and bungalow building sites within easy commuting distance, fronting on still water, and just across the narrow Long Beach Channel from Long Beach and the Atlantic Ocean.

Island Park, as consolidated in a single ownership, represents the assembling of a number of colonial grants held for many years by the Eldert, Miller, Demott, Combs, Soper, Cromwell, Marsters and other families.